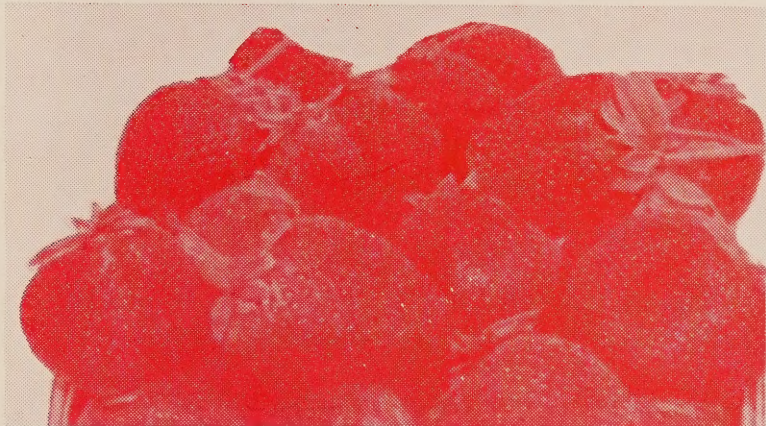


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STRAWBERRY PLANTS



1954
Season



FAIRVIEW FRUIT FARM

PIERCETON, INDIANA

STRAWBERRIES

"The Universal Fruit"

We like to think of the strawberry as the most universal fruit; universal in that its adaptability to so many different soils and climates makes it available to so many people, and universal in that its flavor is so appealing to so many.

Can you think of any fruit more pleasing than those red-ripe berries fresh from the vine on a June morning? If you can, it must be the proverbial short cake at dinner, or the luscious fruit that delights your eye and palate coming from your freezer at Thanksgiving or Christmas time, six months later.

Where else can we find a fruit so usable in so many different ways—as fresh sauce, frozen fruit or preserves, in short cake, pastries, drinks, as flavoring in so many confections?

And, happily, as we think of this remarkable strawberry, it is not the wishful wandering of one's imagination on a winter evening. This wonderful fruit so appealing to everyone is so amenable to climate that it is common in every state. It thrives on such a variety of soils that your own just suits it. It is very simply yours for the trying and the doing.

Strawberries come right down to earth, too. They will not only give you from your own garden great quantities of as delicious a fruit as the world knows, but they also offer excellent commercial opportunities. In these days of steadily rising production costs, the farmer with a relatively small acreage but with some extra help about his farm, may well find in strawberries a good opportunity to augment his income in a farm project which requires little capital outlay or costly equipment, but a quick cash return for his investment.

This booklet is written for the information of our customers. In it we have tried to give helpful hints on growing and handling berries, and as accurate descriptions as we can of the varieties we handle. The opinions expressed are not just ours alone, but represent the composite experience of the many growers that we contact. We think that what we say will go along pretty well with your own ideas.

OUR CUSTOMERS SAY . . .

April 16, 1953

" . . . Received my 3000 strawberry plants in fine shape, and thank you for such prompt service.

I wish to order another 100 Premier for a friend."

J. Marion Keller, Covington, Indiana.

May 6, 1953

" . . . Your strawberry plants have always been better than I could get from other nurseries, and your price much lower. I also appreciate the fact that you do not charge extra for small quantities of various varieties.

"This order of plants were the finest I ever received from you, and better than the very best from most other concerns."

Harold W. Smith, Millersburg, Ohio.

May 13, 1953

" . . . the 1000 strawberry plants we received last week came through in very fine shape. Have all set, never lost a plant, all are growing so nicely."

Vern Heal, Marysville, Indiana.



It is our business to give you the best plants you can get anywhere, at prices and with service that will please you. **We are especially pleased when our customers come here for their plants.** You can then see exactly what the plants are, and how they are handled all along. Long delays in transit are eliminated, and plants are fresh and moist.

Our plants are grown on deep, rich, well-cultivated soil. The roots are heavy and long, white and vigorous. The loose soil enables us to retain on the plant the many long, fibrous roots so often lost in digging on heavier soils.

Our plants are hand dug and immediately moved indoors for cleaning, sorting, counting and tying. There the old runners and dead leaves are removed, small and other questionable plants discarded. Roots are straightened, and plants tied in a nice bunch of twenty-five, full count, easy to handle, ready to set. **Just the best cleaning and sorting job you ever saw.**

Our plants are carefully packed in moss for shipment, guaranteed to reach you in good growing condition. Small orders are wrapped in water-proof paper, large orders in securely bound crates.

We are growers of plants, not jobbers. Our prices are farmers' and growers' prices, low enough for the commercial grower or for your garden, high enough to enable us to maintain our high standard of quality. Compare our quality, compare our prices.

We are more than content to let our business rest in the hands of our customers, and depend upon their good will. In almost every strawberry growing community in states close to us are people who have successfully used our plants. **Upon request, we will send you the names of some of those customers. Maybe they are your friends, too.**

* * *

May 1, 1953

"... We were very much pleased with our strawberry plants, they were so nice and healthy. After getting them set out, to our advantage we had a nice rain on them that night. They started right off growing and look fine.

"We thank you very kindly and will keep you folks in mind another year, when we put berries out again."

John D. Martin, Paris, Illinois.

GROWING STRAWBERRIES

SOIL AND CLIMATE

While the choice of anything from the sand of Florida to the heavy clay of southern Indiana gives us plenty of leeway, we do rather prefer a sandy loam because it is more easily worked. And while the climatic range in our country is from the Gulf states to the Dakotas, we think of our strawberry belt as extending from Tennessee and Arkansas to Wisconsin and Michigan.

Whatever the type of soil, it must be high in fertility and humus content. This condition is difficult to reach in one year, but should be attained in the years before being used for berries by the use of barnyard manure, legumes, fertilizers, green manure crops, and other practices familiar to good farmers.

Fall plowing is a good step in plant bed preparation. Certainly the soil must be well worked down to eliminate all clods, and to make the plant bed firm but friable. It is best not to have had the ground in heavy sod the previous year on account of cut worms and white grubs. These pests may do a great deal of damage in early season by eating off the plants at ground level.

Extensive experiments have shown that berries do best on a soil that is slightly acid. Technically, we say that a pH of 5 to 7 is most satisfactory.



COMMERCIAL FERTILIZER

The use of commercial fertilizers is much on the increase for strawberries, as for most other crops. A broadcast application of 1000 to 1200 pounds well mixed with the plant bed will promote vine growth. An alternative is to side dress the row possibly two times in a season with an application of something like 250 pounds to the acre. Soil analysis will indicate the kind of fertilizer to use, but something between 10-10-10 and 4-16-16 is a pretty good shot in the dark. The tendency in the use of fertilizer is to use less pounds per acre of a higher analysis.

Be a little careful of fertilizer put up in small bags and having a special name. It is generally good fertilizer, all right, but is nothing special and costs two or three times what it should.

Spring application of high nitrogen fertilizer must be relatively light, and should be undertaken extensively only after experience. Applications that are too heavy may promote a top growth too heavy for best fruiting.

PLANT SPACING

Fruiting rows in commercial fields should be spaced at about four feet. In small plantings this distance can be held down to three and one-half feet or a little less.

The distance apart in the row depends upon the ability of the variety used to make runners. We set such kinds as Premier, Fairland, and Fairfax about eighteen inches, varieties like Temple, Catskill, Vermilion and Dorsett about two feet. Such free running kinds as Blakemore, Robinson, Dunlap, Tennessee Beauty and Armore will generally make a good row if set as far apart as thirty inches.

The number of plants required per acre therefore depends upon the variety used. From the above spacing, it will take slightly more than 7000 plants for an acre of Premier or Fairland. 5500 plants will set an acre of Temple, Catskill or Vermilion, while Robinson, Blakemore, Tennessee Beauty and Armore need about 4500 plants.

We favor the matted row system for the best and cheapest production, but strawberries will not do well in size of fruit or in total marketable fruit if the plants are too close together. By matted row we mean a row twelve or fourteen inches wide with the individual plants about four inches apart in the row. If the year's growth leaves them closer, the smaller plants should be rigorously thinned out.

CHOICE OF VARIETY

The choice of variety to be used is extremely important. Too many nurserymen praise all varieties of berries without discrimination, so that the beginner especially is hopelessly confused by the catalogue. In this booklet we have tried to point up the difference in varieties, and the special field to which each kind is adapted. Read carefully the descriptions.

Choose for the greater part of your plantings the kinds that have for years been successful for other people, while experimenting with the new kinds in smaller plantings. Be particularly careful about selecting a kind recommended by only a few nurserymen, and these at a high price. Don't be a sucker for promotional schemes.

TIME FOR SETTING

Time and again we see the importance of early setting of nursery stock, especially strawberries. This work is something that cannot be put off. Transplanting should be done as soon as the ground is in condition to work. When you should be making garden you should be setting your berry plants.

There is stored up in the strawberry plant in its dormant winter condition a great amount of energy to be used in the first growth of spring. Plants should be re-set while still dormant so that this new growth takes place after transplanting. After the new spring leaves have come and blossom buds are out, the plants have exhausted their stored energy and resetting is a great shock if not fatal to them.

Here lies the great advantage we can offer in Northern plants. By April 15 in most seasons plant growth is just starting and the plants are in fine condition for transplanting, while southern plants have already blossomed and are far beyond the resetting stage. Northern growers cannot meet southern prices on account of higher wages and different working conditions by reason of colder weather, but hardiness and difference in stages of growth are far greater factors. See that your plants are Northern Grown.

We DO NOT offer plants for fall setting.

TRANSPLANTING

Strawberries are transplanted successfully in many ways, and with a variety of tools. For small patches, a garden trowel or small spade is very handy, while for large plantings the machine transplanter does a very excellent job. **Just fan the roots out as much as you can in the moist dirt of a deep hole or trench, SET THE PLANT AT THE HEIGHT IT ORIGINALLY GREW, and press the soil firmly around the roots. Don't bunch up the roots in the ground. Don't leave air pockets. Don't puddle the ground around the plant by working it when the ground is too wet.**

Each spring a new set of roots starts from the crown of the strawberry plant, and in case of the one that is new set, the crown must be in the moist dirt or the new roots will not start and the plant cannot thrive. If the crown is covered, it will turn yellow and finally rot. Hence the importance of depth in setting.

If the roots of the plants are too long, we cut them back to a length of about five inches. Just for convenience in handling—it doesn't make any difference in growth.

We never bother to use water in re-setting if it is done when it should be—early. It is a good practice, though, in case of very late setting.

CULTIVATION

Cultivation should start soon after the plants are set, and continue throughout the growing season. Any of the many kinds of good cultivators found on most farms will do most of the work if used often enough, but hoeing is indispensable. Keep the weeds down, keep the soil loose and friable.

In dry seasons it is often necessary to imbed the runners in the damp underneath soil to enable them to take root early and develop a good root system. The first runners should be encouraged to take root, for they will make the largest and heaviest plants, and do best in the next fruiting season.

All blossoms should be clipped off in the new patch as soon as they are well formed, and from everbearers until the plant is thoroughly established, about July 1st.

MULCHING

Mulching should be done in the fall as soon as possible after the summer's growth is finished — before really severely cold weather.

What to use and how to apply it can best be decided with the purposes of mulching in mind — (1) to prevent winter damage from excessive cold when plants are unprotected and from alternate freezing and thawing, (2) to conserve moisture in the bearing season and keep the soil in better condition, (3) to keep down weeds, (4) to keep fruit clean, (5) to retard growth somewhat in early spring, thereby lessening the danger from early frosts.

We generally use wheat or rye straw, mulching to a depth of about three inches and requiring something less than three tons for an acre. Other good materials are shredded fodder, spoiled ensilage, cane pumice and saw dust, especially since they contain no weed seed. Such material as clover buffins is poor because of weed, grass or clover seed. For the same reason it is a poor practice to top dress a berry field after the plants are grown, unless you are very sure there are no grass or weed seeds in the material used.

Early in April you must go along the row and lift off just enough of the mulching material to allow the new strawberry growth to show through.

RENOVATING OLD FIELDS

Renovating an old field and preparing it for another year's fruiting is often one of the toughest problems a grower has. Every patch is its own problem, and no set rules can be given for the job. We generally think that a patch should be fruited for two years, and that thereafter it is a better plan to have a new fruiting bed.

After the fruiting season is done, we go along on each side of the row with a tool of the roto-tiller type. This cuts the width of the row to about six inches, effectively stirs up the ground between the rows, and destroys most of the weeds. A good hoeing then leaves the patch in very good shape. The whole process is repeated once or twice in the summer season, and the row is allowed to grow to a width of twelve or fourteen inches.

We are glad at any time to answer any questions not covered above, and have a very personal interest in your success with our plants.

CARE OF PLANTS ON ARRIVAL

Much of the success of your whole strawberry project depends upon how you handle the plants after they are in your hands. Do not neglect them when they reach you. Do not let them lie in the express office until you happen to get to town, or set the packages back in the corner until you have time to open them some day. Strawberry plants are green, growing things, and are perishable. If confined too closely too long where it is warm they will heat. If allowed to dry out they are ruined.

We guarantee our plants to reach you in good growing condition, but we must be notified within five days after they are in your hands if there is anything wrong. Any faults in the condition of the plants will be immediately apparent, and we must disclaim further responsibility unless notified at once.

We will write you when the plants are shipped, so that you can keep in touch with your express agent or postmaster and get them as soon as they arrive. **They should then be reset as soon as possible.** Just before transplanting, dip the roots in water, even soak them for two or three hours if they are at all dry.

In any case, unpack the plants at once. If they can be held in a cold storage at a temperature of about 30, they will keep all right indefinitely. On no account allow them to heat, as they are then irreparably damaged. If no cold storage is available and they must be kept for sometime, heel them in. That is, dig a deep, narrow trench, break the bundles, set the plants along in the trench just touching each other and cover to the crown with moist earth. This handling should save them in good shape for at least ten days or two weeks.

April 13, 1953

"... The 1400 strawberry plants I ordered some time ago reached me in fine shape, but I had to heel them in on account of excessive rains.

"I want to tell you how much I appreciate the superior quality of your plants. Nowhere else have I been able to find their equal."

Hamilton H. Card, Fillmore, Illinois.

FAIRFAX

Fairfax has won the same place in the garden that Premier has in the commercial field.

A Premier cross, Fairfax resembles this parent rather closely in the general appearance of its foliage. The leaves have the same cupped features, are just a little darker in color. The plant is larger, however, in every way. The crown is very heavy, the roots are large and long. The leaves are wide and stand far above the ground. The blossoms are large, the fruiting stems high and heavy.

Fairfax berries are smooth, big, fancy, dark red beauties, just the kind you like to show to your friends in the field, the kind you like to take from the locker or freezer for Christmas dinner. Very well adapted to freezing.

The seeds are large and rather prominent, bright yellow, and enhance the appearance of the dark red fruit. The taste of the berry is not often excelled, about the last word in strawberry flavor. Quite firm, too, for reasonable handling. Just the kind of berry you want for your own use or for fancy local trade.

While the Fairfax berries are larger and sometimes more attractive in appearance and tastier to some people, not nearly as many berries will be set, and the total yield is not high.

TENNESSEE BEAUTY

Tennessee Beauty seems to be the best of the new varieties from the Tennessee Experiment station. A Blakemore cross, Beauty has in full measure the qualities which have made Blakemore so widely grown—large size, high yield and firm texture. At the same time some of the bad features of Blakemore have been overcome—notably the sourness of the fruit.

Beauty is a free runner and strong plant maker with light colored leaves healthy and free from spot. Maybe plants are not quite as thick as Blakemore, but somewhat larger.

The berries are a little larger, somewhat darker, with a good strong strawberry flavor. Not a real sweet berry, but not objectionably tart, either.

It looks like Tennessee Beauty is adapted to commercial use throughout the Blakemore territory. It is somewhat later in ripening, maybe about a week.

PREMIER

"Best and Most Popular Berry"

Ever since its introduction more than thirty years ago, Premier has been "Mr. Strawberry". I think this is why, when we think of the characteristics of Premier, we think of the whole strawberry industry. In the same way that certain trade names of some industrial products have come to apply in our minds to all like products.

In the last few seasons we have seen thousands of cases of berries sell on the hugh fruit market at Benton Harbor, Michigan—but Premier and Robinson made up 95% of the total. In the berry fields where berries were being prepared for processors, Premier was being used in at least four cases out of five.

The Premier plants are large, deep and heavily rooted. This variety is not a prolific plant maker, but the good grower has little trouble in getting a good row. The plant population may be better in fact than for many varieties whose plants may get too thick for best fruiting. The foliage is light green, leaves definitely cupped practically free from foliage diseases, and close to the ground to give added protection to the fruit.

The fruit is large, bright red, getting darker when full ripe. It ripens uniformly, and a bright green cap adds to the attractive appearance in the baskets, helping to sell them at the higher price which the quality of the fruit merits.

The primary berries are liable to be cock's-comb in shape, with the later ones longer and more conical. They are firm in texture, too, keep well on the vines, and hold pretty well after being picked, which feature adapts them to reasonable handling and hauling.

No berry is frost proof, but Premier is often spoken of as such because several fruiting stems appearing in sequence on each plant practically insure a sizable crop in case of out-of-season frost at any time.

Premier is quite acceptable for table use, therefore for your garden, and for the commercial grower we recommend it without reservation. **It is the standard of comparison for all other kinds.** It is highly significant that Premier is one of the parents of practically all of the good new kinds, such as Catskill, Robinson, Blakemore, Armore, Tennessee Beauty.

ROBINSON

(Scarlet Beauty)

There has been a good deal of difference of opinion on the merits of this great berry. For those who have tried it in the north, it has been tremendous, while many southern growers have been disappointed in its performance in holding up.

We are satisfied now that this great berry will do well throughout the Premier territory. It is of the same general type, light green, healthy foliage, cupped leaves. Robinson plants, however, are deceptively small to produce such a large berry, and they run so freely that they may well get too thick in the row. Robinson starts to ripen about a week later than Premier.

The berry is the largest we know. It is smooth-skinned, glossy, bright red, with the prominent yellow seeds and bright green cap that make such an attractive appearance. The first berries to ripen are liable to be green on the under side, but later in the season they ripen quite uniformly.

The high yield that Robinson will give recommends it as a commercial variety, and with us it has been firm enough for handling and holding on the vines.

We like the mild sweet flavor so well that we use Robinson as our own dessert berry, and for freezing as well.

Your friends will be amazed by the great size of this fruit.



CATSKILL

Catskill is one of the best commercial varieties. The foliage is vigorous and healthy. The plants are large, strong and rugged. They run freely, and easily attain a good row. The flower stalks are heavy and stand high, blossoms are quite large.

Primary berries are liable to be rather deeply furrowed and have a generally rough appearance. Later ones are smooth and round. They are quite large, bright red at first, shading darker with full ripening and after picking. They are firm and solid, too, as good as Premier in this respect. All right for ordinary handling and hauling.

Catskill is a good main crop, commercial berry. The total yield is usually high, especially in case of rains in proper season. Ripening about a week later than Premier, Catskill becomes a choice kind for supplementing Premier and extending the fruiting season.

BLAKEMORE

Blakemore is probably grown on more acres than any other variety, especially in the South, where it has met the need of productiveness and firmness for shipment for long distances.

It is a fine runner and prolific plant maker, often requiring thinning for best production. A sort of rough and ready variety which does well in spite of neglect and abuse. The foliage is light green, with the cupped leaves of Premier.

The fruit is of good, even size, smoothly rounded, with a fairly attractive appearance. It ripens uniformly, medium early. Quite tart, firm and solid. Probably the best shipping berry there is, and a pretty good yielding kind, too, if the plants are not too thick. The firmness of this variety makes it a prime favorite in the South, but we have seen many good patches this far north. Some local growers like it as well as Premier.

It is a pretty good kind to be growing if you cannot get over the field when it should be picked to-day. Those firm berries will hold well until to-morrow.

With us, the quality of this berry has not been as good as we like to have. It is quite tart, without the redeeming feature of rich flavor. It is also susceptible to "yellows" which is liable to develop at any time, in spite of most careful selection.

DORSETT

Dorsett is a strong grower and a heavy plant maker. Normally it easily makes a good fruiting row. The leaves are drooping and roughly veined, the foliage generally quite dark.

The berries are quite large, a little brighter than Fairfax, but resembling it closely, with bright, prominent seeds.

The flavor is exceptionally good, in fact, it is difficult even for the experienced grower to distinguish between Dorsett and Fairfax at fruiting time.

When weather conditions are good, Dorsett is just about tops in strawberries. However, it seems to be very vulnerable to adverse conditions. It seems quite susceptible to frost as well as dry weather. Dorsett is a weak pollenizer, too, and partial pollination may cause small and knotty fruit. It is not a consistent bearer.

AROMA

Aroma is an old variety, grown in certain localities for many years. It has been used especially in the region around Pekin and Borden, Indiana, where it was long a favorite on account of its ability to stand car refrigeration. Some growers still like it there, possibly for the more or less sentimental reason that it used to do well for them.

The foliage is light green, and a good fruiting row is easily obtained. The plants are rather small, the roots rather short, and top leaves die down sharply in winter.

The fruit is large, nicely rounded, bright red, with deliciously aromatic odor and flavor, hence the name Aroma. A nice glossy berry with bright green cap and attractive appearance.

Ripens about a week later than Premier. The fruiting season is generally short, and the yield rather disappointing.

* * *

April 26, 1953

"... The 1500 plants you shipped to me last week arrived in very good condition, and I might add that they were the nicest strawberry plants that I have ever purchased."

John W. Brubaker, Galion, Ohio

In some strawberry growing centers, especially sections where berries have been grown on a considerable scale for years, "red stele" has become a very serious threat to the whole industry. In this virus disease the stele, which is the duct in the center of the root and normally white in a healthy plant, turns a reddish brown and dies. The top of the plant is thus cut off from all nourishment, withers and dies. This seems to occur just at bearing time, and in many cases a very nice prospect for fruit has been ruined within a few days.

The grower has two alternatives — to plant disease-free plants on new ground, or to use only those varieties which are resistant to "red stele". Of the several kinds which have shown this quality, Temple, Fairland and Vermilion seem to give most promise.

TEMPLE

Temple is a nice variety to grow. The plants are large and very vigorous. The foliage is heavy and dark, the leaves large and tall. It is a good plant maker, and the rows generally look very pleasing. The fruit will run large and rather dark, especially of course when full ripe. Temple has a pretty good dessert quality, and is firm enough for commercial purposes.

Reports on yield of Temple have been conflicting. In many cases the yield has been very satisfactory, in others it has been disappointing.

FAIRLAND

Fairland is an Aberdeen-Fairfax cross developed by the U.S.D.A. plant breeders.

We have had very favorable reports on this variety, and it performed very creditably alongside other kinds where we watched it in Michigan fields. Plant growth is large, sturdy, vigorous.

Total yield better than average, size of fruit good, appearance good, and quality very nice. Adapted especially to northern latitudes.

VERMILION

In a series of tests at the University of Illinois where it was developed, Vermilion performed very well in competition with the best varieties, in addition to being red stele resistant.

Total yield was very satisfactory, berries medium to large, medium red, as firm as Premier, with a very attractive appearance and a high dessert quality.

Plants large and vigorous, a nice variety to grow.

ARMORE

This new variety, with origin at Missouri Experiment Station, is the plant breeder's dream—it has the best qualities of both parents. From Aroma it gets larger size of fruit, attractive appearance, better quality, sweeter fruit.

From Blakemore, Armore derives the characteristics that have made the parent so important to the southern strawberry grower. It has shown a very high yield over a long fruiting period. Light color and firm flesh adapts it to long distance shipping. Good enough quality for processing. One of the coming varieties for commercial use wherever Blakemore is now adapted.

SENATOR DUNLAP

This is the great old variety too well known to strawberry lovers to need lengthy description, as it has been a popular favorite for a great many years. It is a hardy grower and a prolific plant maker, the sort of rough and ready variety able to take a lot of abuse and still come up with a good crop.

The berry is medium sized, dark, very rich in flavor, very good for your garden. Not a good commercial kind because the berries are too dark after standing and they are apt to run small in late season. We may be partial to Dunlap because it was the main crop berry when we first really got acquainted with strawberries more than forty years ago. We still think that it is the richest flavored, highest quality berry you can have, used any way you like.

Mid-season in ripening, just a few days later than Premier. Try this berry on fertile, moist soil, keep the plants well thinned, and discover strawberries at their luscious best.

BIG JOE

Big Joe is a good old variety that some growers have been using for years. The plants are big and heavy, with light green, drooping leaves. The blossoms are large and bright, the fruiting stems long and heavy. Not a real heavy bearer, but bringing all the fruit to suitable size.

The berries run large, bright red, very attractive, and of very good quality. Firm enough for reasonable handling.

Big Joe is rather susceptible to frost injury. We do not consider it the equal of some other varieties, **but some people who have grown it for years will take nothing else.**

CHESAPEAKE

In Chesapeake we have the answer to the inquiry we get several times each year — "What is your best late berry?" It has been grown for many years, and has many warm friends.

The berries are rich red, with bright yellow seeds and a nice green cap. Not as many berries are set as in some varieties, but they are quite nice in size. Very good for flavor, very good for quality, very nice to handle.

However, Chesapeake is not a hardy kind. It requires good drainage, the foliage is a little thin, it is not a good plant maker, it may be susceptible to winter damage. It is therefore adapted to fancy local trade, for your own garden, rather than for ordinary commercial purposes.

LATHAM RED RASPBERRY

Latham is without question the best of the red raspberries. It is comparatively disease free and winter hardy. Adapted to all soils and climates, it grows vigorously and makes a good row of strong, heavy canes.

The fruit is a brilliant red, sweet and highly flavored. The fruiting season starts about the time when the black caps are finishing bearing, and extends over a long period.

The high quality of this berry fits it for smaller plantings for your own use. Heavy yields of beautiful fruit makes it a good commercial kind.

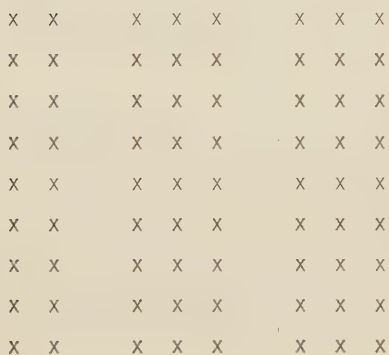
No. 1 Plants, 25—\$1.50; 100—\$5.00, not prepaid.



EVERBEARERS

For many years we have been very dubious about the culture of everbearers, and in fact have advised against their use in many cases. We had observed too many failures. Many were "near misses", to be sure, but still very doubtfully successful. Also, varieties showed a tendency to "run out". This came about from the fact that the plants that made the most runners made fewer berries, and the plants that bore heavily made relatively few runners. Thus in propagation of the variety by new plantings, the plants used were generally from the lines which bore least.

However, recent very successful experiments at the Ohio experimental station at Wooster have completely changed the picture and showed how anyone can have an abundance of fresh berries throughout late summer and early fall, with relatively little expense and trouble.



The planting pattern is as shown in the accompanying diagram. The plants are set 1 foot apart in rows 1 foot apart. Three or four rows are set, then enough space is left to walk through, and another group of rows are planted, and this pattern is continued through the patch.

Cultivate the plants once and hoe out remaining weeds. Then cover the entire planting to a depth of 1 to 1½ inch with saw dust, and maintain this mulch throughout the summer. Use the hill system, that is, cut off all runners as they start and keep for fruiting just the plants that were transplanted in the beginning. If no sawdust is available, ground corn cobs will do almost as well.

This method has generally been very successful in producing real crops of very beautiful fruit. Sometimes, in cases of extremely dry weather, it is a good plan to add some water for irrigation, but in most cases the saw dust mulch has held the moisture quite well.

We do not recommend this manner of culture as a commercial proposition, but as something you can use in a smaller planting to very good advantage.

Since most everbearing plant sales are in relatively small numbers and do not involve large sums of money in single sales, too many different varieties have been the subjects of promotional schemes by a few nurserymen. In these cases plants have been sold at unreasonably high prices, the buyers disappointed. Watch out for this situation again.

Everbearers are all right—they are fine. They are an out of season delicacy, a favorite dish with all the family, and a fancy dessert for guests. Plants are handled just the same as other strawberries. They are set early and kept cultivated; all blossoms are kept clipped off until plants are well established about July 1, after which they are allowed to develop and fruit is available until frost.

MASTODON

Mastodon has the same place in the Everbearer field that Premier has in the commercial line — it is the standard of comparison for all other kinds. Adapted to a wide area, it does well under many different climatic conditions.

The plants are very large and heavy, with deeply crinkled and ribbed leaves, dark green. Not a good plant maker, it does well enough if well cared for to make a good fruiting row for the following year. Mastodon has this advantage — in the spring following its setting it will make a very nice crop of spring berries.

The berries are large, dark red, very glossy, and have a very agreeable flavor. They are too soft to handle well for the market. Its mild flavor makes this variety one of the best for freezing that we have found.

STREAMLINER

Streamliner is one of the newer everbearers that has given a very satisfactory performance in many sections. So many good reports have come in for it that we think it very worthy of a complete trial.

Streamliner runs freely to make a very nice row. The leaves are dark, smooth, glossy, definitely cupped, with serrated edges.

The berries are nice-sized, dark red, rather rough, with a very nice flavor.

GEM

We think more highly of Gem as one of the very best of the everbearers as we read the lengthy descriptions of Superfection and Brilliant. For everything said of these two varieties applies to Gem, as they are all the same, we think.

In some ways Gem is superior even to Mastodon. It makes runners much more freely, and the berries are generally larger and firmer—firm enough to stand handling quite well.

Gem plants are smaller than Mastodon, but when set on fertile soil the foliage becomes quite rank, and is free of the leaf spot to which Mastodon is somewhat subject. Leaves are smooth and waxy looking. The berries run large, with rounded tip, have a very nice appearance, somewhat tart.

SUPERFECTION

When we obtained our foundation stock of Superfection a few years ago, we could see no difference between this "new" everbearer and the Gem we had cultivated for many years.

Since that time we have seen these two everbearers alongside the "new" Brilliant in several plantings, and we can see no difference. We are led to believe that these three varieties are the same. Gem is capable of performing the same good production feats credited to Brilliant, and so is Superfection.

In the Ohio tests, Superfection, Brilliant and Gem made the best records in the plantings where the saw dust mulch system was used. We can recommend them very highly.

GEMZATA

The Wayzata was the everbearer which produced the sweetest berries we have ever known. Unfortunately, this variety made hardly any runners and it was very difficult to propagate. Gem was crossed with Wayzata to make Gemzata, resulting in an everbearer having some of the best qualities of both.

Gemzata runs as freely as Gem, with the plants having the rough appearance of Wayzata. Berries are large and sweet, about equal to Gem in firmness, very nearly the same color.

One of the best of the everbearers, and one that does pretty well in the spring, too.

Directions for Purchasers

We pay transportation charges only when plants are ordered at the 100 rate.

All other prices are f. o. b. Pierceton, you pay transportation.

Shipped by either parcel post or express. **Be sure to tell us how to ship.** Large orders we send express unless otherwise directed, small orders by parcel post.

A special commodity express rate applies to out of the state strawberry plant shipments from our express station. This rate is much lower than regular 2nd class express. Ask your express agent.

If sufficient money to pay parcel post charges is not sent with order, plants will be sent C. O. D. for the amount of the postage due, for we cannot keep accounts and send bills for small items of postage.

Be sure to send sufficient postage, **as any excess will be refunded.**

Shipping weight varies with season and variety, but will approximate 4 pounds per 100 plants.

Please write your name and address very plainly.

Please note our address is PIERCETON, not PRINCETON.

We are located on State Road 5, eight miles north of its intersection with U. S. Road 30.

Certificate of Nursery Inspection

Indiana Department of Conservation, Division of Entomology

No. 500

Indianapolis, Indiana, August 26, 1953

This is to certify that Nursery stock grown by Fairview Fruit Farm, (Glenn P. Galloway) located at Pierceton, Indiana, consisting of 20 acres, has been inspected by the undersigned or his authorized representative on August 19, 1953, in compliance with Chapter 177, page 291, Indiana Acts of 1907, and has been found apparently free from destructively injurious insects and plant diseases.*

This certificate covers strawberry plants and is valid unless revoked for cause, until August 1, 1954.

Signed: FRANK N. WALLACE
State Entomologist

Our References—Farmers Loan and Trust Co., Columbia City, Indiana; Postmaster, Pierceton, Indiana; Express Agent, Columbia City, Indiana; Frank N. Wallace, Indiana State Entomologist.

* Strawberries double inspected for detection of red stele disease.

1954 PRICES

Variety	50	100	1,000	5,000 per 1,000	10,000 per 1,000	25,000 per 1,000
✓ Premier _____	\$1.25	\$2.00	\$11.00	\$10.75	\$10.50	\$10.00
✓ Catskill _____	1.25	2.00	11.00	10.75	10.50	10.00
✓ Temple _____	1.25	2.00	11.00	10.75	10.50	10.00
✓ Fairfax _____	1.25	2.00	11.00	10.75	10.50	10.00
✓ Vermilion _____	1.25	2.00	11.00	10.75	10.50	10.00
✓ Fairland _____	1.25	2.00	11.00	10.75	10.50	10.00
✓ Dorsett _____	1.25	2.00	11.00	10.75	10.50	10.00
✓ Chesapeake _____	1.25	2.00	11.00	10.75	10.50	10.00
✓ Robinson _____	1.25	2.00	10.00	9.75	9.50	9.00
✓ Tennessee Beauty _____	1.25	2.00	10.00	9.75	9.50	9.00
✓ Armore _____	1.25	2.00	10.00	9.75	9.50	9.00
✓ Blakemore _____	1.25	2.00	10.00	9.75	9.50	9.00
✓ Dunlap _____	1.25	2.00	10.00	9.75	9.50	9.00
✓ Aroma _____	1.25	2.00	10.00	9.75	9.50	9.00
✓ Big Joe _____	1.25	2.00	10.00	9.75	9.50	9.00
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✓ Mastodon _____	1.50	2.50	17.50	15.00	14.00	13.00
✓ Gemzata _____	1.50	2.50	15.00	14.00	13.00	12.50
✓ Gem _____	1.50	2.50	15.00	14.00	13.00	12.50
✓ Superfection _____	1.50	2.50	15.00	14.00	13.00	12.50
✓ Streamliner _____	1.50	2.50	15.00	14.00	13.00	12.50

500 or more at the 1,000 lot quotations.

On small orders of less than 500 plants we pay the postage at the above prices.

We do not pay transportation charges when the price is figured on the 1,000 lot basis.

Please read carefully the instructions to customers on page 22.

OUR GUARANTEE

We guarantee our plants to be true-to-name, dug from new beds, free from injurious plant diseases, of the best quality the trade affords, and to reach you in good growing condition.

If the plants are faulty in any way and we are notified at once upon their arrival in your hands, we will either refund the purchase price or replace the stock, at the buyers option.

On account of the fact that growing conditions are far beyond our control, we cannot be responsible for the success of the crop, and in no case will we be accountable for more than the original purchase price.

Stump Printing Co., So. Whitley, Ind.